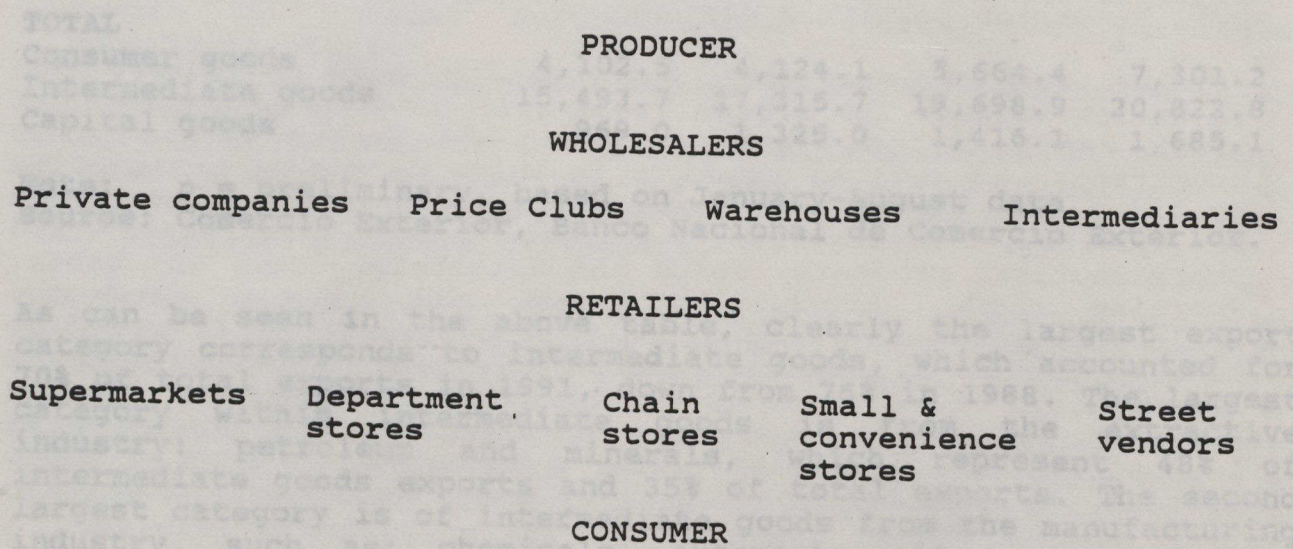


booths, family type stores to sophisticated supermarkets and hypermarkets. Distribution channels are similar to those found in other parts of the world: Producers sell to wholesalers and distributors, and directly to the retailers, normally in the case of supermarkets, department stores and chain stores. Wholesalers and distributors then sell to the retailers, including supermarkets.

The Cifra group has recently inaugurated a very large wholesale complex called Club de Precios (Price Club), of which buyers need to be members, and which will sell to wholesalers and retailers at a discount to the final retail price. Other stores are following this example, such as Comercial Mexicana.

The following chart illustrates this chain:



In the case of imported products, the distribution channel is usually as follows:

